



# San Diego County Avoid DUI Campaign PRESS RELEASE



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## San Diego County Avoid DUI Campaign Announces July 4<sup>th</sup> Crackdown On Drunk Drivers

*“Buzzed Driving is Drunk Driving”*

The San Diego County Avoid DUI Task Force today announced its officers will be out in full force during the 4th of July holiday weekend, cracking down on impaired drivers with an aggressive DUI enforcement blitz.

“Driving while drunk isn’t worth the tremendous risk. No matter your age, if you’ve had too much holiday spirit, you’d better find a safe and sober ride home or your chances of arrest are high,” said Chief Lansdowne of the San Diego Police Department.

Police, Sheriff and the CHP will be putting additional officers on the streets and highways over the holiday weekend staffing 2 DUI/Drivers License Checkpoints on Friday July 2, 2010 and then local DUI roving saturation patrols throughout the weekend. CHP will also deploy all available officers during their maximum enforcement period patrolling freeways, state highways and county roads in their jurisdiction.

San Diego Police Department cited state statistics to underscore the importance of the crackdown. In 2009, during the July 4<sup>th</sup> holiday period **July 3, to midnight July 6, 2009** there were a total of 373 alcohol involved deaths and injuries on California roadways.

### California’s three year Independence Day Holiday Alcohol Involved collision data

2009 - 30 Killed 363 Injured    2008 - 50 Killed 498 Injured    2007 - 30 Killed 262 Injured

“Too many people still fail to understand that alcohol and driving don’t mix. Impaired driving is no accident, nor is it a victimless crime. With 1,233 people killed during the past three July 4<sup>th</sup> holidays, it’s vitally important to stop this destruction of lives and futures,” said Christopher J. Murphy, Director of the California Office of Traffic Safety.

Don’t let this 4th of July blow up in your face. Remember, *Buzzed Driving Is Drunk Driving*. Report Drunk Drivers, Call 911! Funding for this campaign is from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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